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To Whom it may concern,

I have been marketing my business for more than ten years now, taking it from a small startup company to competitive force within our industry. When it comes to marketing it is easy to make costly mistakes that can have devastating effects on your business. In the past ten years I have made a few of them. I would like to share with you some of what I have learnt that may save you ten years and a hell of a lot of money to find out. To keep it short " **There is nothing more cost effective than letterbox distribution**" This however is not without qualification as every horse is not a winner. In order to get the most out of letterbox distribution you must first select the correct vehicle/distribution method. Some key points to look out for are as follows:

1. What guarantee do you have that the correct amount has been printed?
2. What guarantee do you have that all the printed media gets to the letter box?
3. Will it be lost in all the junk mail and simply be put in the bin never getting inside the house?
4. How will it stand out from all the other booklets and mini catalogues?
5. Will my competitors be advertising in it?
6. What is the Lead time for artwork?

Make sure the amount printed is independently audited by a reputable 3rd party company and results are available to you at any time.

You need full communication and transparency on when and where the distribution is to happen. To be told its all ok! it's done by Australia post/other distributors is not enough in itself and is no guarantee that it gets done. All data should be available to you before and as it happens with total transparency.

You need to be sure that your distribution is not clumped together with a whole bunch of " JUNK MAIL" this is critical to the success of your campaign. You need it to make it from the letterbox to the house not letterbox to the bin.

The key to standing out is to separate yourself from the pack and by far the best way to do this is to use an envelope rather than booklet type distribution. Firstly the envelope is approximately 7 times more likely to make it into the home than a clumped piece of "Junk mail" . Once in the home curiosity gets the better of most of us and we tend to open it and have a look. The trouble is when you look at the cost of stamps at say 60cents each, cost of envelopes and printing of your message, it becomes very expensive to distribute your message and impossible to get a reasonable ROI if you do it by yourself. Our best results by far have been via envelope distribution with loose leaflet inserts. The reason loose leaflet is more effective is because people stick them on their fridge or bench top until they get around to calling you. Booklet type distribution does not get anywhere near the same results. People will see your ad and think I'll get round to calling later but once the booklet is closed it is out of sight out of mind and eventually the booklet is thrown out. Producers of booklets will try and tell you they sit around on the coffee table and work longer or that people will tear out your ad if they are interested but this is not true. People in general will not tear a book apart as we have learnt from a very early age to respect them and to a point this is built in to all of us. But the real proof is in our numbers.

## Short & Long Term ROI Booklet V's Envelope Loose Leaflet Same artwork for 1800-BLINDS.

Booklet Distribution	Short Term	Long Term
	53%	103%
Envelope Loose Leaflet	248%	363%

Another key factor to ensure you get the best results is exclusivity. Some greedy distributors are more than happy to have your competitor advertise alongside you and they will come up with all sorts of excuses as to why it's ok! **"IT IS NEVER OK!"** Not only will it reduce the number of leads you get, depending on your industry it can also reduce your margins on the sales you do get. We advertised with letterbox deals a sale at 50% off at the same time they did not tell us they sold space to a rival company who advertised 60% off . Needless to say the results were horrible for us. Never advertise without exclusivity in this style of marketing it is a total waste of money and resources.

Lead time is the time between when you have to have your artwork to when it is printed. The shorter the time between the two the better. this allows you more time to adjust to shifts in the market and prevents what I like to call "crystal ball marketing" . If you have to forecast your message out 6 or 8 weeks you will more than likely miss opportunities in your market.

Last but by no means least your ad will have a big impact on the results you get. A lot of thought needs to go into what you want from the campaign. For example if you simply want the phones to ring, a CRAZY offer will do that for you, but the quality of the lead may not be of the highest standard. Alternatively you can advertise a solution to a problem with no mention of price and you will only get calls from those who have a legitimate need for your solution equaling less leads but higher quality. Ultimately every business and product is slightly different and nobody knows your customers and business better than you. A good graphic artist and some experienced advice will go a long way to maximize your desired results.

From one business owner to another I can honestly tell you that the ROI on Loose leaflet envelope distribution is higher than. TV, Radio, News papers, yellow pages, home shows, store fronts and pay per click advertising as well as everything else we have tried over the years. If there is a marketing campaign that gives a better ROI I'd love to hear about it. I would encourage any business looking to spread their message in the most effective way possible to join 1800-BLINDS and get on board with Orange deals you'll be glad you did.

Regards

Dean Matthews

